

# CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Shorr Johnson Magnus**  
**1831 Chestnut Street**  
**Floor 6**  
**Philadelphia, PA 19103-3700**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>787491 /              |  | <u>Alt Order #</u><br>06212005                         |
| <u>Product</u><br><b>BROWN FOR SENATE</b>           |  |  |
| <u>Contract Dates</u><br><b>10/09/12 - 10/15/12</b> |  | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br><b>Brown, S (D)/US Senate</b>  |  | <u>Original Date / Revision</u><br>08/23/12 / 08/23/12 |
| <u>Billing Cycle</u><br>WEEKLY                      | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br><b>WOIO</b>                       | <u>Account Executive</u><br>Teresa Difuria | <u>Sales Office</u><br>Telerep-Philade                 |
| <u>Special Handling</u><br>Cash In Advance          |  |  |
| <u>Demographic</u><br>Adults 35+                    |  |  |
| <u>IDB#</u>   | <u>Advertiser Code</u>                     | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                                   |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch   | Start Date        | End Date        | Description            | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1     | WOIO | 10/14/12          | 10/14/12        | SU Action News at 630p | 630-7p         |      | :30    |                   |             | NM   | 1     | \$425.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -----1                 |                |      |        | 1                 | \$425.00    |      |       |            |
| 2     | WOIO | 10/13/12          | 10/13/12        | SA Action News at 7p   | 7-8p           |      | :30    |                   |             | NM   | 1     | \$325.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -----1-                |                |      |        | 1                 | \$325.00    |      |       |            |
| 3     | WOIO | 10/09/12          | 10/12/12        | Action News at 6p      | 6-630p         |      | :30    |                   |             | NM   | 4     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -TWTF--                |                |      |        | 4                 | \$375.00    |      |       |            |
| 4     | WOIO | 10/15/12          | 10/15/12        | Action News at 6p      | 6-630p         |      | :30    |                   |             | NM   | 1     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                 |                |      |        | 1                 | \$375.00    |      |       |            |
| 5     | WOIO | 10/09/12          | 10/12/12        | Action News at 5p      | 5-6p           |      | :30    |                   |             | NM   | 4     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -TWTF--                |                |      |        | 4                 | \$375.00    |      |       |            |
| 6     | WOIO | 10/15/12          | 10/15/12        | Action News at 5p      | 5-6p           |      | :30    |                   |             | NM   | 1     | \$375.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                 |                |      |        | 1                 | \$375.00    |      |       |            |
| 7     | WOIO | 10/09/12          | 10/12/12        | M-F 7-730p             | 7-730p         |      | :30    |                   |             | NM   | 4     | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -TWTF--                |                |      |        | 4                 | \$800.00    |      |       |            |
| 8     | WOIO | 10/15/12          | 10/15/12        | M-F 7-730p             | 7-730p         |      | :30    |                   |             | NM   | 1     | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                 |                |      |        | 1                 | \$800.00    |      |       |            |
| 9     | WOIO | 10/09/12          | 10/12/12        | M-F 730-8p             | 730-8p         |      | :30    |                   |             | NM   | 4     | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -TWTF--                |                |      |        | 4                 | \$900.00    |      |       |            |
| 10    | WOIO | 10/15/12          | 10/15/12        | M-F 730-8p             | 730-8p         |      | :30    |                   |             | NM   | 1     | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | 1-----                 |                |      |        | 1                 | \$900.00    |      |       |            |
| 11    | WOIO | 10/09/12          | 10/09/12        | Tue Hour 1             | 8-9P           |      | :30    |                   |             | NM   | 1     | \$3,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>787491 /       |  | <u>Alt Order #</u><br>06212005                         |
| <u>Contract Dates</u><br>10/09/12 - 10/15/12 |  | <u>Product</u><br>BROWN FOR SENATE                     |
| <u>Advertiser</u><br>Brown, S (D)/US Senate  |  | <u>Estimate #</u><br>                                  |
|  |  | <u>Original Date / Revision</u><br>08/23/12 / 08/23/12 |

| *Line | Ch          | Start Date        | End Date          | Description        | Start/End Time        | Days               | Length        | Spots/<br>Week    | Rate                  | Type        | Totals |            |
|-------|-------------|-------------------|-------------------|--------------------|-----------------------|--------------------|---------------|-------------------|-----------------------|-------------|--------|------------|
|       |             |                   |                   |                    |                       |                    |               |                   |                       |             | Spots  | Amount     |
|       |             |                   |                   |                    |                       |                    |               |                   |                       |             |        |            |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - 1 - - - -        |                       |                    |               | 1                 | \$3,250.00            |             |        |            |
| 12    | WOIO        | 10/12/12          | 10/12/12          | Fri Hour 3         | 10-11p                |                    | :30           |                   |                       | NM          | 1      | \$2,500.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - - - 1 - -      |                       |                    |               | 1                 | \$2,500.00            |             |        |            |
| 13    | WOIO        | 10/15/12          | 10/15/12          | Mon Hour 3         | 10-11P                |                    | :30           |                   |                       | NM          | 1      | \$2,500.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/15/12          | 10/21/12          | 1 - - - - -        |                       |                    |               | 1                 | \$2,500.00            |             |        |            |
| E 14  | WOIO        | 10/11/12          | 10/11/12          | Thur Hour 3        | 10-11p                |                    | :30           |                   |                       | NM          | 0      | \$0.00     |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - - 1 - - -      |                       |                    |               | 1                 | \$2,750.00            |             |        |            |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u>    | <u>Length</u> |                   | <u>Rate</u>           | <u>Type</u> |        |            |
|       | 1           | WOIO              | 10/08/12-10/14/12 | Thur Hour 3        | 10-11p                | - - - - Th - - - - | :30           |                   | <del>\$2,750.00</del> | NM          |        |            |
|       | Credited    |                   |                   |                    |                       |                    |               |                   |                       |             |        |            |
| 15    | WOIO        | 10/09/12          | 10/09/12          | Tue Hour 2         | 9-10P                 |                    | :30           |                   |                       | NM          | 1      | \$3,250.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - 1 - - - -        |                       |                    |               | 1                 | \$3,250.00            |             |        |            |
| E 16  | WOIO        | 10/11/12          | 10/11/12          | Thur Hour 2        | 9-10P                 |                    | :30           |                   |                       | NM          | 0      | \$0.00     |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - - 1 - - -      |                       |                    |               | 1                 | \$2,750.00            |             |        |            |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u>    | <u>Length</u> |                   | <u>Rate</u>           | <u>Type</u> |        |            |
|       | 1           | WOIO              | 10/08/12-10/14/12 | Thur Hour 2        | 9-10P                 | - - - - Th - - - - | :30           |                   | <del>\$2,750.00</del> | NM          |        |            |
|       | Credited    |                   |                   |                    |                       |                    |               |                   |                       |             |        |            |
| 17    | WOIO        | 10/12/12          | 10/12/12          | Fri Hour 2         | 9-10p                 |                    | :30           |                   |                       | NM          | 1      | \$2,500.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - - - 1 - -      |                       |                    |               | 1                 | \$2,500.00            |             |        |            |
| 18    | WOIO        | 10/14/12          | 10/14/12          | Sun Hour 1         | 7-8p                  |                    | :30           |                   |                       | NM          | 1      | \$4,500.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - - - - 1        |                       |                    |               | 1                 | \$4,500.00            |             |        |            |
| 19    | WOIO        | 10/10/12          | 10/10/12          | Wed Hour 3         | 10-11p                |                    | :30           |                   |                       | NM          | 1      | \$2,750.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - 1 - - - -      |                       |                    |               | 1                 | \$2,750.00            |             |        |            |
| 20    | WOIO        | 10/10/12          | 10/10/12          | Wed Hour 2         | 9-10p                 |                    | :30           |                   |                       | NM          | 1      | \$3,000.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - 1 - - - -      |                       |                    |               | 1                 | \$3,000.00            |             |        |            |
| 21    | WOIO        | 10/14/12          | 10/14/12          | Sun Hour 3         | 9-10p                 |                    | :30           |                   |                       | NM          | 1      | \$3,000.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - - - - 1        |                       |                    |               | 1                 | \$3,000.00            |             |        |            |
| 22    | WOIO        | 10/10/12          | 10/10/12          | Wed Hour 1         | 8-9p                  |                    | :30           |                   |                       | NM          | 1      | \$3,000.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - 1 - - - -      |                       |                    |               | 1                 | \$3,000.00            |             |        |            |
| 23    | WOIO        | 10/14/12          | 10/14/12          | 11p-12a            | 11p-12a               |                    | :30           |                   |                       | NM          | 1      | \$550.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - - - - 1        |                       |                    |               | 1                 | \$550.00              |             |        |            |
| 24    | WOIO        | 10/13/12          | 10/13/12          | 11p-1205a          | 11p-1205a             |                    | :30           |                   |                       | NM          | 1      | \$450.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - - - - - 1 -      |                       |                    |               | 1                 | \$450.00              |             |        |            |
| 25    | WOIO        | 10/09/12          | 10/12/12          | David Letterman    | 1135p-1238a           |                    | :30           |                   |                       | NM          | 4      | \$1,200.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                    |               | <u>Spots/Week</u> | <u>Rate</u>           |             |        |            |
| Week: |             | 10/08/12          | 10/14/12          | - TWTF - -         |                       |                    |               | 4                 | \$300.00              |             |        |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

|   |                                    |  |
|---|------------------------------------|--|
| <u>Contract / Revision</u><br>787491 /              |                                    | <u>Alt Order #</u><br>06212005                         |
| <u>Contract Dates</u><br><b>10/09/12 - 10/15/12</b> | <u>Product</u><br>BROWN FOR SENATE | <u>Estimate #</u>                                      |
| <u>Advertiser</u><br><b>Brown, S (D)/US Senate</b>  |                                    | <u>Original Date / Revision</u><br>08/23/12 / 08/23/12 |

| *Line  | Ch   | Start Date        | End Date        | Description         | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Totals<br>Amount |
|--------|------|-------------------|-----------------|---------------------|----------------|------|--------|-------------------|-------------|------|-------|------------------|
|        |      |                   |                 |                     |                |      |        |                   |             |      |       |                  |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| 26     | WOIO | 10/15/12          | 10/15/12        | David Letterman     | 1135p-1238a    |      | :30    |                   |             | NM   | 1     | \$300.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/15/12          | 10/21/12        | 1-----              |                |      |        | 1                 | \$300.00    |      |       |                  |
|        |      |                   |                 |                     |                |      |        |                   |             |      |       |                  |
| 27     | WOIO | 10/09/12          | 10/12/12        | Action News at 11p  | 11-1135p       |      | :30    |                   |             | NM   | 4     | \$2,800.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/08/12          | 10/14/12        | -TWTF--             |                |      |        | 4                 | \$700.00    |      |       |                  |
|        |      |                   |                 |                     |                |      |        |                   |             |      |       |                  |
| 28     | WOIO | 10/15/12          | 10/15/12        | Action News at 11p  | 11-1135p       |      | :30    |                   |             | NM   | 1     | \$700.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/15/12          | 10/21/12        | 1-----              |                |      |        | 1                 | \$700.00    |      |       |                  |
| N 29   | WOIO | 10/11/12          | 10/11/12        | CBS Special 2 Hour  | 8-11p          |      | :30    |                   |             | NM   | 1     | \$5,000.00       |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/08/12          | 10/14/12        | ---T---             |                |      |        | 1                 | \$5,000.00  |      |       |                  |
|        |      |                   |                 |                     |                |      |        |                   |             |      |       |                  |
| N 30   | WOIO | 10/13/12          | 10/13/12        | Sat Early Show      | 9-11a          |      | :30    |                   |             | NM   | 1     | \$300.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/08/12          | 10/14/12        | -----S-             |                |      |        | 1                 | \$300.00    |      |       |                  |
|        |      |                   |                 |                     |                |      |        |                   |             |      |       |                  |
| N 31   | WOIO | 10/09/12          | 10/11/12        | Action News at 430a | 430-5a         |      | :30    |                   |             | NM   | 2     | \$200.00         |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>     |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |                  |
| Week:  |      | 10/08/12          | 10/14/12        | -TWT---             |                |      |        | 2                 | \$100.00    |      |       |                  |
|        |      |                   |                 |                     |                |      |        |                   |             |      |       |                  |
| Totals |      |                   |                 |                     |                |      |        |                   |             |      | 48    | \$54,750.00      |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 10/08/12 - 10/14/12 | 41         | \$48,800.00        | \$41,480.00        |
| 10/15/12 - 10/21/12 | 7          | \$5,950.00         | \$5,057.50         |
| <b>Totals</b>       | <b>48</b>  | <b>\$54,750.00</b> | <b>\$46,537.50</b> |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.